

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Young & Rubicam New York		2. Registration No. 4554
3. Name of foreign principal Ministry of Tourism of Republic of Turkey	4. Principal address of foreign principal Sehit Adem Yavuz Sk. No. 10 Kizilay, Ankara, Turkey	

5. Indicate whether your foreign principal is one of the following type:

- ☒ Foreign government
- ☐ Foreign political party
- ☐ Foreign or ☐ domestic organization: If either, check one of the following:
- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other (specify) _____ |
- ☐ Individual—State his nationality _____

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant.
Ministry of Tourism of Republic of Turkey
- b) Name and title of official with whom registrant deals.
Mr. Munir Aksoy, General Manager of General Directorate of
Information of Ministry of Tourism

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom the registrant deals.
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

- a) State the nature of the business or activity of this foreign principal

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b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐
- Directed by a foreign government, foreign political party, or other foreign principal..... Yes ☒ No ☐
- Controlled by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐
- Financed by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal... N/A. Yes ☐ No ☐
- Subsidized in part by a foreign government, foreign political party, or other foreign principal..... N/A. Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

Owned and Financed by a --
Foreign Government

Ministry of Tourism is a Government agency headed by the Ministry who is an elected politician and a Member of the Cabinet.

Directed and Controlled by a --
Foreign Government

Programs and policies of the Ministry are determined and approved by the Government.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A

8/2/91

Name and Title

John Glorieux , Executive
Vice President & General Manager

Signature



INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Young & Rubicam New York	Ministry of Tourism of Republic of Turkey

Check Appropriate Boxes:

- ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Certain foreign subsidiaries of Young & Rubicam have agreed with the Stockholm office of the Ministry of Tourism of the Republic of Turkey to promote Turkey in Scandinavia and Japan (see Attachment E).

On May 14, 1991, the original agreement to promote Turkey was amended to provide for the performance of an advertising project in the New York metropolitan area (see Attachment F). As of this date, the project has been fully performed. Whether or not the performance of future projects in the United States will be required, can not be determined at this time.

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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Young & Rubicam purchases materials and services necessary to produce advertising and orders space and time in appropriate media for transmission thereof.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
8/2/91	John Glorieux , Executive Vice President & General Manager	

¹ Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

HALL & CEDERQUIST/Y&R
KAPTENSGATAN 6 BOX 5477 114 84 STOCKHOLM
TELEFON 08-665 7100 FAX 08-663 82 86

ATTACHMENT E

**Ministry of Tourism and
Information of Republic of Turkey
Ankara**

22 March 1991

We are honoured by the commission awarded to our agency to promote Turkey in Scandinavia, Finland and Japan.

Young & Rubicam's worldwide network of group of companies will do their best to make this project a success.

Young & Rubicam / Reklamevi in Istanbul will be the co-ordinator of the project. Young & Rubicam London (Media Europe) and Young & Rubicam Copenhagen will be responsible for media buying in Norway, Denmark and Sweden. Taucher / Young & Rubicam will be responsible for TV buying in Finland. Our offices in Copenhagen-Denmark, Stockholm-Sweden, Helsinki-Finland, Oslo-Norway and Tokyo-Japan will handle the campaign in their respective markets.

Way of payment

All media and production expenses will be paid in Swedish currency in Stockholm to the order Hall & Cederquist/Young & Rubicam, Young & Rubicam will be solely responsible of paying the media and other related expenses. Prices include all Y&R fees.

Cancellation of TV airtime requires advance notice. 12,5 % penalty between 12 and 3 weeks and the full price below 3 weeks is required in cancellation.

The Ministry of Tourism and Information of Republic of Turkey will pay the amount of:

1. SEK 5.100.000 (Five million and one hundred thousand)
for the total amount of TV and press campaign in Sweden, Norway, Denmark and Finland.
2. SEK 1.185.000 (One million and one hundred and eighty five thousand)
for the total sum of the TV and Print Production expenses.
3. SEK 302.000 (Three hundred two thousand) for the total sum of Out of Pocket expenses.

Full payment of the above mentioned items, the total sum of SEK 6.587.000 is required prior to the 5th of April 1991.

Print budget for Japan, will be invoiced for the sum of SEK 750.000 (seven hundred and fifty thousand) for media bookings. Terms of payment 30 days from the date of invoice.

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Creative Strategy

Research shows that Scandinavians' favorite destinations are countries that offer

1. "Sea, sun and sand"
2. Entertainment
3. High standards of daily hygiene

In short, they want to feel at home when they are on holiday. Turkey has the best of everything that Scandinavians look for. And even more. Their low level and interest is basically due to lack of information and more important than that to misguided information. Therefore the major obstacle in promoting Turkey as a vacation destination for Scandinavians is their biased opinion about Turkey.

For Scandinavians:

1. Turkey is "too far"
2. Turkey is not culturally part of "Europe"

What advertising should do is to show that neither is true. The best way to show this is to let them know how other European nations enjoy being in Turkey, in their own way. Thus:

1. Turkey will be presented as a culturally and naturally multi-faceted "European" country where tourists of different European origins (plus Americans and Japanese) find great attraction according to their own taste and habits.
2. The message will be:
"Turkey is a European country and other Europeans are here.
Why don't you join them"

Media Strategy

Scandinavia and Japan

Rapidly raise awareness via impactful media which can best convey the advertising message. Immediacy is key since advertising must begin to create bookings quickly. Broad targeting is required however the core target group is judged to be Younger (24-40) Urban and Upscale. Media selection: Television is the prime medium to communicate the attractiveness of Turkey. TV can generate awareness quickly with impact. The campaign will be supported by the National Press Campaign.

Japan

Media objective in Japan is to reach business executives and decision makers. Media selection is made to suit this selection. Print media specialised in business affairs will be utilised in this campaign.

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Budget

<u>Country</u>	<u>TV Budget</u>	<u>Press Budget</u>	<u>Total Budget</u>
Sweden	1,800,000	592,000	2,392,000
Norway	900,000	218,000	1,118,000
Denmark	-	720,000	720,000
Finland	-	870,000	870,000
Japan	-	750,000	750,000

Total TV & Print Media Cost 5,850,000

TV & Print Production 1,185,000

Out of Pocket Expenses 302,000

Total Budget for the Campaign 7,337,000

Currency rates against SEK are as of March 29, 1991
VAT is not included.

Mr. Håkan Gustavsson
Young & Rubicam / Stockholm

Mr. Savaş Küce
Deputy Minister to
The Minister of Tourism
and Information of
Republic of Turkey

Mr. Atilla Aksoy
Young & Rubicam / Istanbul

ATTACHMENT F

14.05.1991

Amendment to the agreement between Ministry of Tourism of Republic of Turkey and Young and Rubicam Advertising for the promotion of Turkey in Scandinavia and Japan:

- 1) Young and Rubicam Advertising will extend its promotional activities in the U.S.A.
- 2) The budget for these activities will be US\$ 139.875,-
- 3) Payment for the above amount will be made in advance, to the order of Young and Rubicam New York in full.
- 4) A detailed media plan will be submitted to the client prior to the campaign.

Atilla Aksoy
Chief Executive Officer
Young and Rubicam Turkey

Oktay Ataman
Information Attache of Ministry of Tourism
of Republic of Turkey for U.S.A.

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